FOR DEALERSHIPS

Put your dealership in front of Sacramento car shoppers

The Sacramento Automotive Dealership Directory is a local-only guide to 150 Sacramento-area dealerships, plus the lenders and insurers buyers need to close the deal. Advertising keeps your store at the top of the list when shoppers are ready to visit.

WHY ADVERTISE HERE

- Shoppers searching Sacramento only, not a national marketplace
- Flat monthly price, no per-lead charges, cancel any month
- Sits next to the lenders and insurers your buyers need before they sign
- The Trusted Dealer badge is earned, never sold, so it stays credible

ADVERTISING OPTIONS AND PRICES

OPTION	WHAT YOU GET	MONTHLY	ANNUAL
Basic listing	Name, address, phone, website, map link and your social channels, connected free	**Free**	Free
Featured Dealer listing	Pinned near the top of the Dealers page with a Featured label, photos and a monthly report	**$44/mo**	$440/yr
Dealers page sponsor	Exclusive banner at the top of the Dealers page. One sponsor per page	**$134/mo**	$1,340/yr
Homepage tile	Compact card with your logo, headline and button (slots 4 to 6)	**$102/mo** Launch rate · Full price $157	$1,020/yr
Homepage half banner	Large image banner, two side by side (slots 2 and 3)	**$160/mo** Launch rate · Full price $247	$1,600/yr
Homepage leaderboard	Full-width banner. Top (slot 1) $292, middle $175, bottom $146	**From $146/mo** Launch rate · Full price $450 / $270 / $225	From $1,460/yr
Premier bundle	Top leaderboard + Dealers page sponsor + Featured Dealer listing	**$469/mo** Launch rate · Full price $549	$4,690/yr

Banner launch rates: homepage tiles, half banners, leaderboards and the Premier bundle are 35% off full price until the directory reaches 5,000 verified monthly visitors, then 15% off up to 15,000. Advertisers who sign up at a launch rate keep it for their first 6 paid months. **Free social channels:** every listing's Facebook, Instagram, LinkedIn, X, YouTube, TikTok and Pinterest links are connected free. If no paid placement starts within 60 days, the icons turn gray until one does. Annual plans include two months free. Listing and sponsor prices are locked for 12 months for advertisers who sign up during the launch period. Page sponsorships are limited to one business per page.

WHAT THE SAME BUDGET BUYS ELSEWHERE

Cars.com, average per dealer[1]	**About $2,532/mo**
CarGurus, average per paying dealer[2]	**About $2,769/mo**
Google Search, autos for sale[3]	**$38.86 per lead**
Yelp Ads, minimum[4]	**From $150/mo**

$44 a month

A Featured Dealer listing costs less than 2% of the average Cars.com dealer spend.[1]

Reserve your spot: advertise@sacramentoautomotivedealershipdirectory.com · sacramentoautomotivedealershipdirectory.com

Comparison figures are published averages from the sources below and vary by business. Directory prices are flat monthly fees and may change as traffic grows. Sources: 1. DealerVLO, Cars.com vs CarGurus vs Autotrader: https://www.dealervlo.com/blog/cargurus-vs-autotrader-vs-cars-com-for-dealers 2. A21 Social, CarGurus cost for dealers: https://a21social.com/us/blog/cargurus-cost-for-dealers 3. WordStream, 2025 Google Ads Benchmarks: https://www.wordstream.com/blog/2025-google-ads-benchmarks 4. Yelp, local business pricing: https://business.yelp.com/local-business-pricing/

SACRAMENTO AUTOMOTIVE DEALERSHIP DIRECTORY

Sacramento Auto Directory · Advertising rate card 2026–27

FOR AUTO LENDERS AND CREDIT UNIONS

Reach Sacramento drivers before they pick a loan

Car buyers on the directory compare dealers and financing side by side. The Lenders page lists 100 Sacramento-area credit unions, banks and auto finance companies. A paid placement puts your rates and pre-approval link first.

WHY ADVERTISE HERE

- Buyers are already shopping for a specific car purchase
- Flat monthly price, no per-lead charges, cancel any month
- Link straight to your auto loan or pre-approval page
- Clearly labeled Sponsored or Featured, as the directory rules require

ADVERTISING OPTIONS AND PRICES

OPTION	WHAT YOU GET	MONTHLY	ANNUAL
Basic listing	Name, address, phone, website, map link and your social channels, connected free	**Free**	Free
Featured Lender listing	Pinned near the top of the Lenders page with a Featured label, photos and a monthly report	**$44/mo**	$440/yr
Lenders page sponsor	Exclusive banner at the top of the Lenders page. One sponsor per page	**$134/mo**	$1,340/yr
Homepage tile	Compact card with your logo, headline and button (slots 4 to 6)	**$102/mo** Launch rate · Full price $157	$1,020/yr
Homepage half banner	Large image banner, two side by side (slots 2 and 3)	**$160/mo** Launch rate · Full price $247	$1,600/yr
Homepage leaderboard	Full-width banner. Top (slot 1) $292, middle $175, bottom $146	**From $146/mo** Launch rate · Full price $450 / $270 / $225	From $1,460/yr
Premier bundle	Top leaderboard + Lenders page sponsor + Featured Lender listing	**$469/mo** Launch rate · Full price $549	$4,690/yr

Banner launch rates: homepage tiles, half banners, leaderboards and the Premier bundle are 35% off full price until the directory reaches 5,000 verified monthly visitors, then 15% off up to 15,000. Advertisers who sign up at a launch rate keep it for their first 6 paid months. **Free social channels:** every listing's Facebook, Instagram, LinkedIn, X, YouTube, TikTok and Pinterest links are connected free. If no paid placement starts within 60 days, the icons turn gray until one does. Annual plans include two months free. Listing and sponsor prices are locked for 12 months for advertisers who sign up during the launch period. Page sponsorships are limited to one business per page.

WHAT THE SAME BUDGET BUYS ELSEWHERE

Google Search, finance and insurance[1]	**$3.46 per click**
Google Search, finance and insurance[1]	**$83.93 per lead**
Yelp Ads, minimum[2]	**From $150/mo**
Inside Sacramento, top website spot[3]	**$500/mo**

$44 a month

A Featured listing costs about half of one average Google lead in finance and insurance ($83.93).[1]

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FOR INSURANCE AGENCIES AND BROKERS

Be the first quote Sacramento car buyers see

Every new car needs proof of insurance before it leaves the lot. The Insurance page lists 100 Sacramento-area agencies, brokers and carrier offices. A paid placement makes your agency the easy first call.

WHY ADVERTISE HERE

- Reach drivers at the moment they need a new policy
- Flat monthly price, no per-lead charges, cancel any month
- Link straight to your quote form or phone number
- Clearly labeled Sponsored or Featured, as the directory rules require

ADVERTISING OPTIONS AND PRICES

OPTION	WHAT YOU GET	MONTHLY	ANNUAL
Basic listing	Name, address, phone, website, map link and your social channels, connected free	**Free**	Free
Featured Agency listing	Pinned near the top of the Insurance page with a Featured label, photos and a monthly report	**$44/mo**	$440/yr
Insurance page sponsor	Exclusive banner at the top of the Insurance page. One sponsor per page	**$134/mo**	$1,340/yr
Homepage tile	Compact card with your logo, headline and button (slots 4 to 6)	**$102/mo** Launch rate · Full price $157	$1,020/yr
Homepage half banner	Large image banner, two side by side (slots 2 and 3)	**$160/mo** Launch rate · Full price $247	$1,600/yr
Homepage leaderboard	Full-width banner. Top (slot 1) $292, middle $175, bottom $146	**From $146/mo** Launch rate · Full price $450 / $270 / $225	From $1,460/yr
Premier bundle	Top leaderboard + Insurance page sponsor + Featured Agency listing	**$469/mo** Launch rate · Full price $549	$4,690/yr

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